

Areas of Greatest Impact

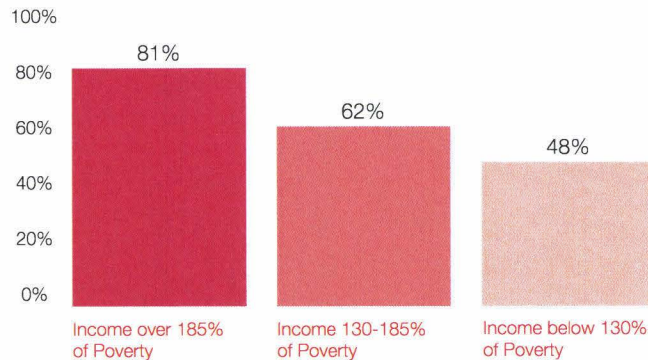
“There is no reason that 33 percent of Americans should still not have Internet access at home. In today’s connected society, Internet access should be viewed as essential.”

– Brent Wilkes, LULAC National Executive Director, June 2011

In developing a program to help close the broadband adoption gap and the resulting digital divide, our first challenge was to identify the proper target demographic. According to the report on broadband adoption by the National Telecommunication and Information Administration (NTIA) entitled *Exploring the Digital Nation*, one of the major factors deterring broadband adoption is household income.

The data show that more than 80% of households earning greater than 185% of the poverty level use the Internet at home; by contrast, less than 50% of households with annual incomes below 130% of the poverty level use the Internet at home.² Accordingly, we decided to focus on households that fall below 130% of the poverty level, about \$30,000 a year for a family of four in 2011.

Broadband Adoption Rate by Annual Household Income



Poverty Status Broadband Adoption Rates Decrease Rapidly as Income Decreases

Source: US Census Bureau, Current Population Survey School Enrollment and Internet Use Supplement, October 2010, and Comcast calculations

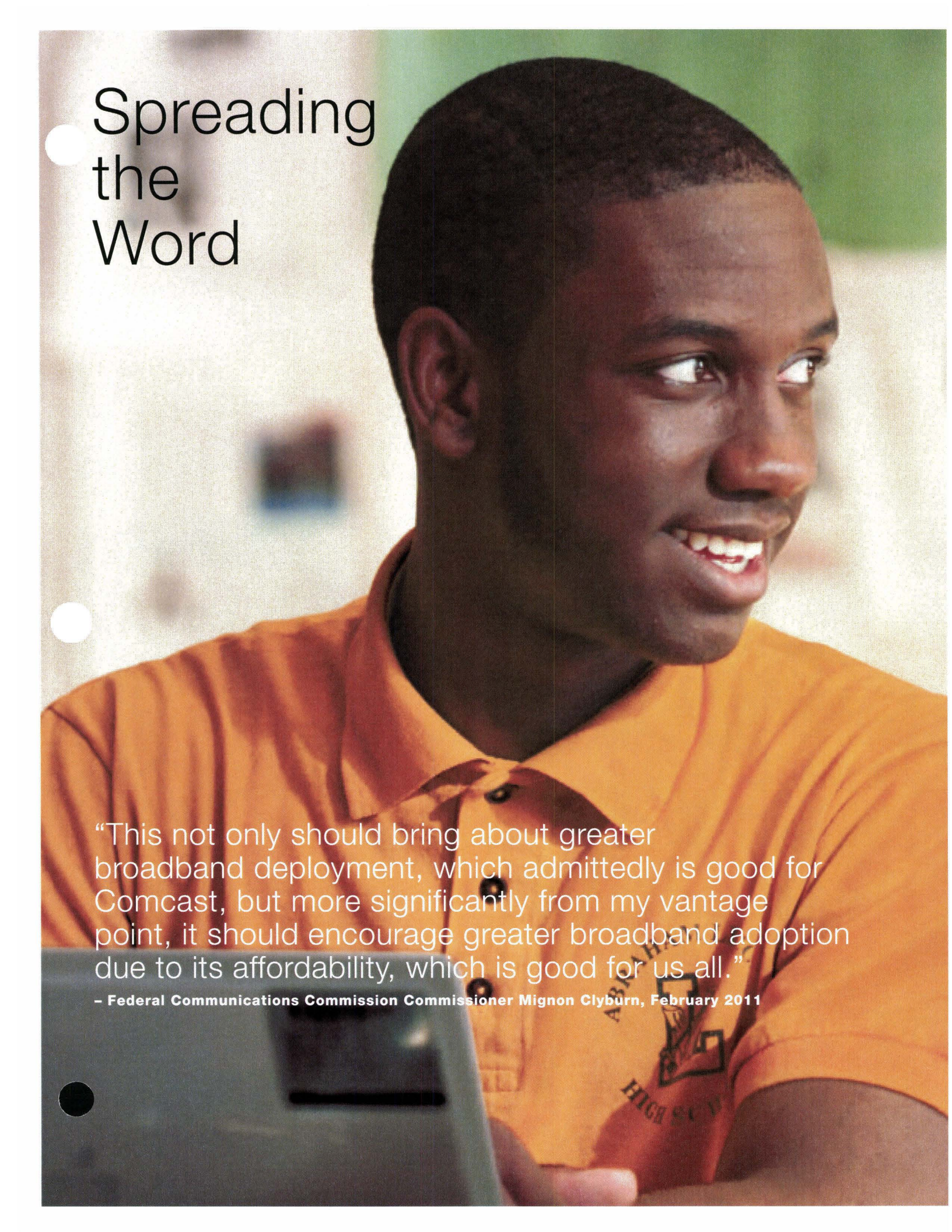
Next, we sought a simple, verifiable, pre-existing index to establish eligibility for potential customers of Internet Essentials. The NSLP, established by the U.S. Department of Agriculture (USDA) and administered by local school districts, provides free lunches to children who come from households at or below 130% of the poverty level. Because of the well-established processes for administering eligibility for the NSLP, we determined this would be a workable, efficient and understandable eligibility benchmark. We were aided in this determination by some of our nonprofit partners who advised us that our target audience had a high degree of familiarity with NSLP eligibility and had experience using that eligibility to qualify for other programs.

Focusing on Low-Income Families

Comcast chose to focus Internet Essentials on bridging the digital divide for low-income families to ensure the program had direct impact on a critical sector of Americans that were not connected at home.

<div style="background-color: #e67e22; color: white; padding: 10px; margin-bottom: 10px;">Eligibility</div>	>	<p>A household is eligible to participate in Internet Essentials if it:</p> <ul style="list-style-type: none"> • Is located where Comcast offers Internet services; • Has at least one child eligible to receive a free school lunch through the NSLP; • Has not subscribed to Comcast Internet service within the last 90 days; and • Does not have an overdue Comcast bill or unreturned equipment
<div style="background-color: #e67e22; color: white; padding: 10px;">Availability</div>	>	<ul style="list-style-type: none"> • The program was rolled out across the Comcast service area during the 2011-2012 school year • Participants will be accepted into the program for at least three years, through the end of the 2013-2014 school years • Participating families will be able to benefit from Internet Essentials for the entire life of their child's K-12 education, as long as they remain eligible

² U.S. Census Bureau, Current Population Survey School Enrollment and Internet Use Supplement, October 2010, <http://www.bls.census.gov/cpsftp.html#cpssupps> and Comcast calculations.

A young Black man with short hair, wearing an orange polo shirt, is looking towards the right side of the frame. He has a slight smile on his face. In the bottom left corner, the top edge of a laptop screen is visible. The background is a blurred indoor setting with a green wall and a white wall.

Spreading the Word

“This not only should bring about greater broadband deployment, which admittedly is good for Comcast, but more significantly from my vantage point, it should encourage greater broadband adoption due to its affordability, which is good for us all.”

– Federal Communications Commission Commissioner Mignon Clyburn, February 2011